



Editorial

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This issue of Business Research is the first one published under the supervision of a new editorial team. We would like to thank the founding and previous Editor-in-Chief, Sönke Albers, for his effort to initiate and develop an academic journal in our discipline, which covers the full range of topics and specializations within Business Research following international standards. We further want to thank the former department editors for their service to the journal and the community: Rainer Niemann heading the Accounting department, Engelbert Dockner for managing the Finance department, and Sönke Albers for coordinating the Marketing department.

With the new editorial team, we keep the previous departmental structure: Joachim Gassen (Accounting), Thomas Gehrig (Finance), Thomas Hutzschenreuter (Management), Marc Fischer (Marketing), and Stefan Minner (Operations and Information Systems). The aims and scope of the journal as a general business administration outlet is to publish high-quality manuscripts in all subdisciplines of Business Administration, including methodological and policy making support about Business Research. Even though this might not be directly obvious from our current departmental structure, we particularly want to stimulate research and invite submissions at the interface of multiple functional areas within Business

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Administration. Proposals for special issues on emerging topics and new research frontiers are welcome too.

The past strategy to consider innovative contributions with relevance to business following rigorous research methodology will continue. Each manuscript needs to make a significant contribution to business research and provide an innovation in methodology, theory, and/or application, or provide a state-of-the-art survey of an important research area or methodology. We encourage submissions using any established and emerging research methodology, i.e., qualitative and quantitative research methods, as well as analytical, empirical and experimental work.

The editorial team continues to provide detailed, insightful and timely feedback to authors with the support of an international distinguished Editorial Review Board and ad hoc expert reviewers. Each submission is first evaluated by a department editor and only those manuscripts with relevance to Business Research will be sent to typically two reviewers. As the journal will grow and continue its internationalization, we expect to enlarge the current department structure to better cover and represent subdisciplines and emerging areas of Business Research.

The editorial team is looking forward to many innovative, high-quality submissions to disseminate new knowledge and insights about business research theory and practice to the scientific community.

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